

CITY OF ROCKLIN PRESS RELEASE



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Contact Rob Braulik, Assistant City Manager, (916) 625-5560

City of Rocklin Recognized for Prestigious Interactive Media Award

The City of Rocklin has recently been recognized in the 2008 Horizon Interactive Awards, a leading international interactive media awards competition. The City of Rocklin website won a Bronze award in the Government category, gaining a spot in this year's "best of the best" in interactive media production.

In 2006 the City of Rocklin launched its new, streamlined Web site at www.rocklin.ca.us. Providing residents, businesses and visitors with a powerful resource to learn about the City, the fully redesigned site features a streamlined design, easy navigation and information to communicate with the City.

"The City Council is dedicated to enhancing the website by offering convenient, 24/7 access to City information," said City of Rocklin Mayor Brett Storey. "Spearheaded with the redesign in 2006, our goal continues to include developing online, interactive features to serve citizens in a user-friendly environment."

Among the many features on the homepage is a "most visited" section with links to popular areas on the Web site (job opportunities, maps of Rocklin, City news and a comprehensive list of forms needed for City services). In response to citizen requests, the website also includes the following interactive features:

- Searchable & clickable agendas, minutes, staff reports, etc.
- Calendar of Events & Online Polls
- E-Newsletters, Photo Galleries & Virtual Tours
- Public Hearing Notices, RFPs and Bids
- Press Releases & Weekly Crime Stats
- Building Inspection Requests Online
- Engineering Project Status Updates
- Fee Estimator for Residential Building Projects

About the 2008 Horizon Interactive Awards

This year's international competition received over 1000 entries from 20 countries around the world including: Australia, Belgium, Canada, China, Croatia, Germany, Great Britain, Hong Kong, Hungary, Ireland, Israel, Italy, Malaysia, Spain, Singapore, South Africa, Thailand Turkey, Taiwan, Turkey, United Arab Emirates, and nearly all 50 US States.

An advisory panel, end user panel and a worldwide panel of judges consisting of industry professionals evaluated entries across 18 different categories of interactive media. The 2008 winning entries were narrowed down to the best of the best to be recognized and promoted on an international stage for their excellence.

"The 2008 competition was the most competitive to date. The work in this year's competition is at such a high level that the judges really had their work cut out for them," said Mike Sauce, founder of the Horizon Interactive Awards. "All of the winning entries displayed a high level of sophistication, aesthetic creativity, technical excellence and clear purpose."

The City has plans underway too add significant new ecommerce features to the website and looks forward to improvements in the years to come.

For more information about the City of Rocklin website go to www.rocklin.ca.us or call Rob Braulik, Assistant City Manager, at 916-625-5560. For more information about the Horizon Interactive Awards go to www.horizoninteractiveawards.com.